

Board Report

Board meeting: 18/08/2011

1. **Minutes of previous meeting (see enclosed)**
 2. **Introduction to Excess Energy (presentation)**
 3. **Finance report (see enclosed documents)**
 4. **Seaside Town Funding (Application circulated by email)**
 5. **Marketing Options**
- a) **Flags and banners (business plan- project 3-objective 1):** As one of our Street Environment projects, we have been looking at the cost of erecting 15 banners around the town – seven of which will be erected at the Bus Station and eight on East Street.

Costing options: We have gathered quotes from three different sign and banner suppliers who have quoted for design and supply of the banners as enclosed.

You should all have also been sent the design samples for the banners, so if you haven't already, please can you decide on your top three preferences. (see appendix a)

- b) **Endorsement feature:** As a marketing option, noted on the marketing and events planner, we have listed the option of having an endorsement feature in local newspapers. This would be featured in newspapers, as a once a month, half page advertorial for an initial period of six months.
- This would typically revolve around a Newquay public figure or celebrity-type, endorsing Newquay e.g. I love Newquay because...

The costs for these to be featured in the Newquay Voice and Newquay edition of the Cornish Guardian are:

Publications	Cost Option 1	Total (6 monthly 1/2 page adverts)
Cornish Guardian	News Section: Half Page: £324 per month	£1,944.00
Newquay Voice	Half page: £325 per month	£1,950.00
visitnewquay.org (banner or similar)	FREE	

- c) **Marketing Planner (see enclosed document).** This will drive all the activity for the year in terms of marketing and PR. It is a working document that will also help the BID to analyse the work programme.
- d) **Newsletter.** The newsletter will go out to BID members 1st week of September.

e) www.visitnewquay.org. Weekly meetings with Visit Cornwall have been lead to a strategy that would lead to a new website for Newquay on the lines of www.visitbrighton.co.uk and www.visitbath.co.uk . If we are to use New Mind then the cost will be significantly lower as the template is already in place. The total cost would be approximately £21,00 which would include a iphone app for Newquay. Visit Cornwall/Newquay have funds to inject into this and the town Council have offered £300 so if we were to commit to this project we would cut delivery costs down in other areas as the website would provide a platform for most of the BID projects.

6. **Events Steering Group** has been set up of Jane Hawkey, Andy Cole, Will Hatfield (The Carnmarth), John Coltman, Carly Parrett (Quiksilver) and Carl Lamb (Newquay Zoo).

7. **Christmas events and marketing**

a) **Jazz and Ale Festival: (Business Plan-Project 2-Objective 2/3)** As part of the Events project in the business plan, we are looking at resurrecting the Jazz and Ale Festival, improving on what has been done in previous years. This will fulfil one of our events project aims to encourage music cultural and family events, by increasing footfall into the town centre.

As such, Eve has looked into various options and initiatives that can be explored in order to generate interest through an increase in fun activities for all to enjoy, and how we can effectively promote it.

b) **Christmas light switch-on (Business Plan- Project 2- Objective 3):** Having met with the Christmas committee, we now have a better understanding of the Christmas light switch-on, its route, what the parade entails and have discussed how the BID could add value to the event, and increase turn-out.

We put forward the possibility of holding a lantern making workshop for Trenance pupils (the cost of which is listed on the Christmas marketing options sheet) and incorporating a lantern parade into the light procession which could add value in addition to increased turn-out from pupils and families. However, this option was not agreed consensually and Eve thought that perhaps the lantern parade may work better with the Jazz and Ale festival.

This meeting also enabled us to understand a bit more about what goes on during the festive period in Newquay and those in charge.

The subject of the Lions' Christmas Street Market also came up, with suggestions that the BID could perhaps have some involvement with this event in terms of increased promotion (which would naturally happen in the event's inclusion in the events guide)

c) **Shopping and events guide (Business plan- Project 1- Objective 4):** In order to effectively market and promote Newquay's festive events and activities, we have put together an events calendar from November to January of the events that take place. We are hoping to put these events, such as the Jazz and Ale Festival and the light switch-on, into a Christmas Shopping and Events guide which could be distributed in BID business premises, the TIC and

as inserts in the Newquay Voice and Cornish Guardian, in order to reach as large an audience as possible and attract footfall to the town centre through the events.

The costs for producing our own guide, and other Christmas marketing options, are as follows:

Options	Cost 1	Cost 2	Cost 3	Total
Stiltskin lantern making workshop	Artist Fees: 2 artists x 1 day: £400 Making good – 1 day, 1 artist: £200 Transport: £75 Materials x 100 x £1.92: £192	OR - 2 day workshop		£867.00
Total	£867.00	£1,599.00		
Christmas Guide	Design - A3 folded to 12pp DL: £565	Print: £656 (based on 5000)	To reformat guide to web/pdf format and layout: £65	£1,286.00
All prices for Christmas Guide are excluding VAT				
Cornish Guardian-Christmas Guide pull-out	News Section of Newquay Guardian: Double page spread: £1200 Full page: £680	St Austell and Truro editions: Double page spread: £100 Full page: £374 (Prices are discounted and based on advertising in the Newquay edition)	What's On Section Double page spread: £2,880 Full page: £1,440	
Newquay Voice-Christmas Guide distribution/advertising	Double page, centre pull-out (including front page advert): £700.00	Insertion of our own guide in Voice: £300.00 (based on a print run of 5,500 guides)		

